

Lecture Note

Course Title: HIM 3309 Research for Hotel Business

Credits: 3(2-2-5)

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Program: Hotel Management

Week 3

Unit 3: Significance of Literature Review

Topic

- Why to read the literature?
- Preparing for search of the literature
- Reading strategies (what to read)
- Effective literature review
- In- text citation and ethical issues

Objectives

After the completion of this unit, students should be able to:

- Describe what literature and literature review is.
- Explain significance and usefulness of the literature review for conducting a research.
- Point out purposes of reading the literature.
- Search for literature in different types of sources in the literature review stage.
- Describe what in- text citation is and why it is required.
- Apply citation by using a particular style correctly in the literature review stage.

1. Why to read the literature?

Your research must be linked to the existing body of knowledge. Your reading informs your work and it provides the initial basis for selecting a topic and developing your ideas. We read the literature for many reasons:

- To establish the context of your topic with a view to establishing your likely contribution and putting together your proposal
- To develop a (conceptual/ theoretical) framework for your study and to help you write your literature review as a crucial component of your research
- To inform you of the way other researchers have done about collecting information and the techniques they have used to analyze their data.

2. Preparing for search of the literature

Conducting a literature search can be an overwhelming stage in which you have to deal with. You may not be sure how much to read during your review of the literature. Normally, it depends on your requirements and circumstances (i.e. your research objectives and scope). You may use keywords in your research area to search for the literature. Moreover, you need to start by identifying the key debates within the literature. There are many sources of literature such as textbooks, review papers in published journals. From these, you can decide which are relevant to your topic in terms of its aims/ and objectives. In searching by use of keywords, sometimes, you may not be able to find good literature especially for those topics with the interdisciplinary approach. For example, you had decided to study the significance of leadership in the context of sustainable tourism. You would find very little in standard tourism texts. Your search would need to start with key debates within the literature on leadership (within management studies or organizational behavior for instance). Then, you would need to put these in the context of work on sustainable tourism management.

3. Reading strategies (what to read)

Therefore, reading strategies is needed. You need to be clear about what to read and to read with purposes. There are reading materials that are useful as follows:

- Journals: tourism journals have their articles referenced in Google Scholar, so this can be a good starting point for finding published, referred research.
- E- papers: these consist of a mixture of conference papers posted on the Internet, along with full-text PDF papers posted on blogs and other sites. However, you should

be aware that they should be reliable and accurate, because papers in some individual websites or blogs may not be reliable and accurate enough because those papers have not been through the formal peer- review process (read by academic teams).

- Official and unofficial reports: these are widely available. While most government reports tend to be available electronically and free, most commercial companies usually charge high fees. In some areas of tourism, the most-up-to-date information tends to be only available via the Internet, and many charge fees.
- Trade and national press: most are best accessed via the Internet. Examples are online newspapers and news channels

Keywords searches on search engines, such as Google (in Google Scholar) are an obvious way to start but you will definitely be faced with a large number of web pages of potentially interesting reading material. From there, you can collect the list of references you find and then proceed to search. You need to bear in mind that some journal papers cannot be accessed via general home Internet but only via institutional portals (e.g. university library portal) which purchased the right to access to particular databases.

4. Effective literature review

Producing an effective literature review is more than just collecting together a range of references. After all, your literature review is one of the central features in (1) the structure of your research that provides a foundation for the design of the research; (2) your data collection; and (3) your data analysis, more specifically. The purpose of reading literature is to put your work into a critical context—not just describe what other researchers have done.

Purposive reading or reading with purposes means that you need to decide what issues and ideas are relevant to your study. Reading lots of literature but those literatures are of little actual relevance to your research, it means your reading the literature is useless. Reading with purposes starts with identifying and listing the key debates in your topic area. Then, you should relate these to your specific research objectives, to see:

- whether they fit; and
- how closely they relate to particular objectives.

You can list out the relevant ideas in terms of how strongly and accurately the links fit with your objectives and use these as a guide to the collection of references. You should look for how these relevant ideas have been debated—that is, what different views exist within the academic community on these major ideas. After that, organizing your

references by theme, date of publication and relevance gives you a useful organizational framework.

Purposive reading also extends to how you read individual texts. When you are organizing your reading, you should make notes on the material you have read. It is a good idea to print out papers for your reading. When you read, you should make note the following:

- a clear record of the research problem/ theme that paper covers
- an indication of the idea debated. What are the key points being debated? Put these down in basic note form (not written in large chunk)
- the methods used to collect the information, whether quantitative, qualitative or mixed methods approaches were employed (because these will inform what you do)
- the type (s) of analysis used (because these will inform what you do)
- the major findings and conclusions, and how they are recorded (because this will help in the presentation of you research)
- any problems identified in the approach.

In other words, you read and make note of:

- who- are the author (s)/ and where do they come from? Is this significant?
- what- was their subject and what were their main findings? Why are these important?
- why- was the research conducted? Why was it conducted in this manner? Who sponsored it and what influence might this have had?
- when- was the research conducted? When was it published? Is the date of publication significant? How does it coincide with other contributions in the same field?
- where- was the research undertaken? For what reasons?
- how- was the data collected/ analyzed? What survey instruments or analytical techniques were employed? What was the sample size? How was the sample devised?

5. In- text citation and ethical issue

In- text citation is that in your writing proposal and research, you refer to the previous studies that you have read during your literature review stage, and you give referring to them in your written text. Below is an example of in- text citation.

The reasons we do citations are the following:

- Citations let anyone who reads your work find the items you used in your research. Citation is to provide all of the information so your reader can find the book, article, or other item you are citing.

- Citing builds your credibility and shows that your ideas are shared by other researchers who are also studying in the same field.
- You must avoid plagiarism in the citation. You should cite your sources properly, which mean that you give credit to the original author (s).

The popular citation styles are APA style (American Psychological Association), MLA style (Modern Language Association), and the Chicago style. The following are some examples of how to write citations in each style. When you do citation, you need to choose only one style and use that style for the whole writing, including the reference chapter.

(1) *APA (American Psychological Association)*: APA (American Psychological Association) style is most commonly used to cite sources within the social sciences.

APA citation basics

When using APA format, follow the author-date method of in-text citation. This means that the author's last name and the year of publication for the source should appear in the text, for example, (Jones, 1998), and a complete reference should appear in the reference list at the end of the paper.

Short quotations

If you are directly quoting from a work, you will need to include the author, year of publication, and the page number for the reference (preceded by 'p.'). Introduce the quotation with a signal phrase that includes the author's last name followed by the date of publication in parentheses. Here are two examples.

According to Jones (1998), "Students often had difficulty using APA style, especially when it was their first time" (p. 199).

Jones (1998) found "students often had difficulty using APA style" (p. 199); what implications does this have for teachers?

Long quotations

Here is an example of how to write a citation for long quotation. Start the quotation on a new line, indented 1/2 inches from the left margin, i.e., in the same place you would begin a new paragraph.

Jones's (1998) study found the following:
Students often had difficulty using APA style, especially when it was their first time citing sources.
This difficulty could be attributed to the fact that many students failed to purchase a style manual or to ask their teacher for help. (p. 199)

Summary or paraphrase

If you are paraphrasing an idea from another work, you only have to make reference to the author and year of publication in your in-text reference, but APA guidelines encourage you to also provide the page number (although it is not required.). Here is an example¹.

According to Jones (1998), APA style is a difficult citation format for first-time learners.

APA style is a difficult citation format for first-time learners (Jones, 1998, p. 199)

(2) *MLA (Modern Language Association)*: MLA (Modern Language Association) style is most commonly used to write papers and cite sources within the liberal arts and humanities.

In-text citations: Author-page style

MLA format follows the author-page method of in-text citation. This means that the author's last name and the page number(s) from which the quotation or paraphrase is taken must appear in the text, and a complete reference should appear on your Works Cited page. The author's name may appear either in the sentence itself or in parentheses

¹Purdue Online Writing Lab, In-Text Citations: The Basics. Retrieved from <https://owl.english.purdue.edu/owl/resource/560/02/>

following the quotation or paraphrase, but the page number(s) should always appear in the parentheses, not in the text of your sentence. Here are three examples².

Wordsworth stated that Romantic poetry was marked by a “spontaneous overflow of powerful feelings” (263).

Romantic poetry is characterized by the “spontaneous overflow of powerful feelings” (Wordsworth 263).

Wordsworth extensively explored the role of emotion in the creative process (263).

(3) *Chicago style*: in Chicago style, footnotes or endnotes are used to reference pieces of work in the text. To cite from a source a superscript number is placed after a quote or a paraphrase (to do superscript number, find References menu in the Microsoft Word and choose ‘Insert Footnote’ or ‘Insert Endnote’). Footnotes must appear at the bottom of the page that they are referred to. This is also applied with reference listing in the reference chapter (Bibliography) (In Chicago style, footnotes or endnotes are used to reference pieces of work in the text).

Here is the summary of practices for Chicago citation style:

- To cite from a source a superscript number is placed after a quote or a paraphrase.
- Citation numbers should appear in sequential order.
- Each number then corresponds to a citation, a footnote or to an endnote.
- Endnotes must appear on an endnotes page. The page should be titled Notes (centered at top). This page should appear immediately before the bibliography page.
- Footnotes must appear at the bottom of the page that they are referred to.

² Purdue Online Writing Lab, MLA In-Text Citations: The Basics. Retrieved from <https://owl.english.purdue.edu/owl/resource/747/02/>

Here is an example:

Cole found that “The bones were very fragile” (33-34).¹

The first time the in-text reference is cited you must include, author’s first name, author’s last name, title, place of publication, publisher name, year and referenced pages.

Here is an example.

James Smith, *The first and last war*, (New York, Hamilton, 2003),²

If the citation has been referenced immediately prior, the note may be shortened even further to ibid with the page number. Here is an example.

Ibid., 786.

Ethic issue

The word “plagiarism” is the use of ideas, words or findings of others without acknowledging them as such. To plagiarize is to give the impression that you have written, thought or discovered something that you in fact borrowed from someone else without acknowledging this in an appropriate manner.

Learning Activities and Medias

- Lecturer opens discussions and gives an introductory lecture.
- The lecturer asks each student about their last assignment—thinking of possible topic. Then, the lecturer lets them express their topic, and the lecturer categorizes all topics into groups. Then, the lecturer asks the students to work in group based on a common topic. After that, the lecturer assigns each group to help find relevant literature. *This is a practice activity before assigning them to work on their individual research.
- The lecturer also demonstrates how to search in the Internet as well as demonstrating on the Microsoft Word how to do in- text citation.